

15/12/2022 – 3 Programmes Update

Board paper title		Paper 15/12/2022 - 3
ReLondon Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Executive Officer	
Date of decision	Board Meeting 15 December 2022	

Summary
This paper presents updates on the ReLondon programmes.

Recommendations
To note the updates presented.

Risk Management	
Risk	Action to mitigate risk
N/A – no decisions being made.	

Implications
Legal N/A – no decisions being made.
Financial N/A – no decisions being made.
Equalities N/A – no decisions being made.

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PART A – Non-confidential items

Why the paper is being presented

The programme update provides details of business plan activity across the ReLondon programme teams.

Business & Sector Support

A number of regional projects are underway.

Material Flow Analyses

The Material Flow Analysis project for the textiles sector, being conducted in collaboration with the Institute for Sustainable Resources at University College London (UCL) and Circle Economy, began in March. Preliminary results of the MFA; the design of the Sankey diagram (which will follow a similar format to the food MFA); and drafting of the initial report are still underway. The report launch is now planned for Spring 2023, and not by February as originally planned, because of delays by the UCL in producing the results.

An application to the Innovate UK, SSPP Future Plastic Packaging Solutions Round 2, has been put forward to fund a plastics MFA, in collaboration with Circle Economy. Results are expected on December 16th. An application for funding is also being pulled together for the electricals MFA (which will be submitted in December), led by Brunel University London as part of the UKRI Future Leaders Fellowship proposal round 7. Hammersmith & Fulham Council are also involved in the application through their role leading the electricals working group as part of the London Councils' One World Living Climate Programme.

Methodology for measuring ReLondon's impact

ReLondon commissioned Winning Moves and Accelar in May to evaluate ReLondon's contribution to increased recycling, reduced waste, and reduced consumption-based emissions. The consultants have developed a recommended methodology, which ReLondon will review in December, and have assessed the impacts and outcomes (where possible) of ReLondon's projects carried out since the beginning of the business plan (2020), based on data collected so far (including results from a survey of boroughs conducted as part of this project). The proposed methodology and initial results of ReLondon's impact will be presented at this board.

Consumption-based emissions for London and its boroughs

ReLondon has been working with London Councils (lead partner) and the GLA to update London's consumption-based emissions datasets published last year. The report has been finalised by the University of Leeds and should be published by London Councils in December.

BEIS net zero review

We submitted our response to BEIS's call for evidence as part of their net zero review. This review is aiming at developing a UK net zero strategy that finds ways of delivering UK's targets while maximizing the economic opportunities. We advocated in favour of the development of a circular economy to reduce carbon emissions and develop local economy growth, jobs and resilience; we presented the success of our business

transformation programme in delivering those economic benefits and asked for more support towards local SME support programmes.

CIRCuIT Programme

In October, the CIRCuIT Team participated in a meeting convened by the MMC Buyers Club. The Buyer's Club is made up of the GLA and boroughs with an interest in applying MMC (Modern Methods of Construction) to upcoming large scale housing development projects. The group provides an opportunity to share knowledge, aggregate demand, and engage the supply chain to supply sustainable housing across London. CIRCuIT will look to share findings on the circular potential for MMC feeding into the group's shared design guidance drawing from the work on the demonstrator projects; Rightsizer the flexible housing concept developed for Enfield in particular.

The CIRCuIT team attended London Build, a large industry trade show, on 16-17 November. We had an exhibition stand and hosted a panel discussion on the sustainability stage. There was significant interest in the exhibition stand where there was the opportunity to explore a virtual reality prototype of the deconstructable construction system developed as one of the demonstrators for Enfield.

Work on the Material Reuse Portal (MRP) – London's first construction material exchange aggregator, developed as part of the CIRCuIT project is now complete. This will be launched in a webinar on the 7th December, after which it will be available for all local authorities and private organisations to trial. As part of the webinar, the team will also share the recommendations they would give to other cities looking to replicate a similar model.

Ellen MacArthur Foundation Strategic Partnership

London (through the Mayor of London and ReLondon) has been a strategic partner city with the Ellen MacArthur Foundation since 2020. In April 2022, this relationship was renewed for a further three years. The partnership is continuing with its core focus on food (through the Food Flagship Initiative), but is also supporting the work on developing and supporting circular neighbourhoods, with London's Foundation lead involved in ReLondon's work on the Heston Village project and the Circular Neighbourhoods group.

Food Flagship Initiative

The Food Flagship Initiative (FFI) is one of the key activities delivered as part of the strategic partnership between the Ellen MacArthur Foundation, the GLA and ReLondon.

A progress report providing a summary of the status of key interventions led by the GLA and ReLondon as part of the FFI will soon be published. Those interventions include:

- A food supply chain roundtable is currently being planned (date tbc) with representatives from across the food sector to tackle consumption-based emissions and food losses and waste.
- A programme to train environmental health practitioners (EHPs) on food waste reduction / redistribution practices. The first health practitioners from the borough of Hackney, as part of the pilot phase, have been trained in October and are now engaging with local hospitality businesses. Data will be gathered from restaurants to evaluate the impact of this intervention and prepare for future replication with other boroughs if successful.

- A food procurement working group to support local authorities in reducing consumption-based emissions from the food they procure, including school meals. A workshop was held in October where boroughs discussed a joint commitment to reduce consumption based-emissions and food waste. 20 boroughs have signed up to the working group so far and committed to develop an ambitious pledge and a set of activities.
- A pan-London behaviour change campaign on sustainable food consumption. A more detailed update on this can be found below in the communications and behaviour change section.
- Nine organisations in London have received the [circular food pioneer project status](#) and are being actively supported by the Food Flagship Initiative partners to amplify and scale their impact.

Business Transformation

The team has worked with 366 SMEs, of which 55% are businesses that already have circular offerings or initiatives that they are looking to scale, and 45% are traditional, everyday businesses exploring circular business models.

The spread of SMEs across ReLondon's target route map sectors is as follows:

- Built Environment – 17%
- Food – 32%
- Textiles – 19%
- Plastics – 12%
- Electrical – 5%
- Other – 14%

To date, across all funded activities, the team has delivered over 6,700 hours of support and contributed to the launch of 74 new circular products/services/processes, the creation of 192 jobs and safeguarding of 488 jobs.

The virtual outreach of the programme is sustained and complements in-person delivery. We have 1624 recipients to the Business Transformation Monthly Newsletter as at September. Following a review of our social media channels to focus efforts where there is greatest opportunity for influence and impact, we have merged our Twitter and LinkedIn accounts with the wider ReLondon platform and created a new Instagram channel.

In the last quarter (Oct-Dec), the team delivered advisory and financial support to businesses in the form of specific support streams and events, and assessed the impact of its activities:

- Green New Deal impact report: We submitted a draft impact report for submission to the GLA covering all activities delivered by ReLondon thanks to Green New Deal funding (grant schemes, advice and the matchmaking platform). Results will be published publicly subject to approval.
- Islington Council CE Grants: Completed the delivery of 1-2-1 support for 7 of the 24 Islington-based businesses receiving circular economy grants, with a networking close-out event including local councillors taking place in Dec.

- Hackney Wick & Fish Island Circular Economy hub: ReLondon business transformation is acting as an advisor on the GLA/LLDC funded project to secure space and assets for circular economy activities in the LB Hackney and LB Tower Hamlets area. The team delivered a workshop to help the development of one of the sites at a UCL-provided site named *The Loop*, informed by needs from circular economy start-ups with 'making' business models.
- Construction SME matchmaking: Invited 8 circular SMEs in the built environment to attend a closed, invite-only industry-led 'dragons den' event led by Neilcott. This opportunity has come about off the back of the Meet the Cities event we ran in September 2021.
- Insight paper: We published an insight note about the packaging-free grocery market in London, supplemented with data from YouGov polling, which has already been viewed 322 times and picked up by a number of publications (including [Grocery Trader](#)).
- Programme Newsletter: The team provides a summary of key investment opportunities, critical sector events, SMEs success stories and other access to market and promotional information to all its portfolio SME members on a regular basis (monthly) to signpost them to relevant opportunities that could help them scale and grow.
- The team continued to operate the [Circular Economy Jobs portal](#) for circular SMEs, and to promote and showcase London's circular businesses to a diverse audience.

Activities that are in the pipeline for the next quarter (Jan-Mar) include:

- ERDF/ReLondon Validate your model: We opened applications for the next cohort of businesses receiving 1-2-1 Validate your model support.
- Developing knowledge products for wider dissemination to businesses, consolidating our knowledge about what it takes to start and operate a successful circular business model in London, to further enhance our 1-2-1 and group-based delivery of support.

In parallel, the programme continues fundraising activities. The programme has successfully secured a project extension from December 2022 to June 2023 using ERDF programme-wide underspend. In coming weeks/months, the programme will focus on preparing a submission to the UK Shared Prosperity Fund for new programme funding.

Outcome Fund

It has been decided to de-prioritised this project because of the challenges of securing anchor funding, necessary to develop a Circular Economy Outcome Fund.

Local Authority Support

Several regional demonstration projects are underway as well as direct service support:

Existing purpose-built flats

This project is phase two of the flats recycling project and was jointly funded by Ecosurety and ReLondon. Working in partnership with LB Lambeth, new dry mixed recycling (DMR) services (in line with the previously tested flats recycling package), and food were rolled out to four estates in June 2021 with the intervention 'live' until February 2022. As previously reported, the results of the project were very positive including at average 152% (16 percentage point) recycling rate increase across the four estates and high capture rates for food waste. The project findings report was published in July, and the updated Flats Recycling Package (FRP) Toolkit was published during Recycle Week in September. A webinar to publicise the toolkit was held in early November and was very well attended with 73 external participants including officers from 24 London boroughs and three London disposal authorities. The Cost Benefit Calculator to accompany the FRP toolkit is in final testing stage, due to launch in January. ReLondon has developed a number of 'paid for' support packages, alongside the free to use toolkits and these are being promoted to boroughs through one-to-one meetings, borough network meetings and webinars.

Flats above shops (FLASH)

Unlike kerbside properties or purpose-built flats, flats above shops ('FLASH') are less likely to be provided with a dry recycling or food waste collection service due to the complexities of collecting from these property types (e.g. lack of space for bins, sharing space with commercial premises etc.). Under the expected consistency reforms, local authorities will need to provide residents living in FLASH with the full range of recycling services. The objective of this project is to develop robust quantitative and qualitative data and information to inform developments within this service area, and whether there is existing good practice or potential interventions to overcome these.

A ReLondon survey, (sent out in September to London boroughs), to understand the challenges faced by them in providing services to this property type, highlighted several projects being undertaken to implement food waste collections or containerise sacks. Building on the survey results, ReLondon has appointed a specialist research agency (Revealing Reality) to undertake resident insight research to understand the recycling barriers of residents living in flats above shops. A workshop for London boroughs looking at recent trials and giving boroughs an opportunity to shape the resident insight work was held on 1st December, (with 37 attendees, from 24 boroughs, two JWDA and GLA, Defra and WRAP.)

The output from this body of work will help provide context to DEFRA about the possible challenges implementing the upcoming reforms and support boroughs evidence base as part of the service cost implications of the Extended Producer Responsibility (EPR) reforms.

Food waste reduction pilot

ReLondon has worked in partnership with food waste apps OLIO (a food sharing app) and Kitche (food shopping /meal planning app) and the London Borough of Bexley to deliver a household food waste reduction pilot. This ReLondon funded project looked to

measure the impact of targeted local promotion of the food waste apps and show whether these can reduce waste at a local level – which in turn would reduce emissions and save councils money. The project is now complete, and results have been collated. However due to other pressures the case study report for this project will now be delayed until early 2023.

London waste composition project

ReLondon has commissioned Resource Futures to combine existing waste composition data, to create a London-wide waste composition analysis which will model the potential recycling rates for the capital from different material streams, including the possible impacts of the governments' recycling and packaging reforms. This will be a valuable resource for ReLondon, and other organisations, to inform future policy and recycling targets including as part of the evidence base for boroughs in response to the Resources and Waste Strategy collection and packaging reforms. Resource Futures is currently analysing the available data from 24 boroughs, which is due to be completed by the end of the calendar year. Colleagues from the GLA and London Councils have had the opportunity to suggest outputs they would require from the analysis, which Resource Futures will consider where the supplied data supports this analysis.

Heston Village Project (Ultra-low Waste Neighbourhood (ULWN))

ReLondon has committed funding to develop and deliver a demonstrator circular economy neighbourhood project in partnership with the London Borough of Hounslow in the neighbourhood of Heston Village. This project fits in with Hounslow's plan for the Green Recovery, including the development of their Future Neighbourhood 2030 Strategy.

The project is being delivered between April 2022 to March 2024. An evaluation consultancy (Winning Moves) was brought onboard in July to lead on the monitoring and evaluation of the project. Baseline setting was conducted in September with a resident survey as a key component, to establish circular economy behaviours and attitudes. A statistically representative sample of residents was interviewed. Initial results show that current resident behaviours include a high prevalence of purchasing items new (rather than second-hand, rental etc) and a keen willingness to make changes to purchasing and lifestyle habits to reduce their impact on the environment. Barriers cited for not currently practising circular behaviours were all reasons that will be addressed and overcome by the planned interventions, providing an indication that there is a demand and need for the planned activities. A disproportionately high proportion of residents stated some existing circular behaviours, including the majority of the sample already using refillable cups / bottles and almost half stating that they already donate or give away surplus edible food; this may not be an accurate representation of the community and therefore these results will be given due consideration. Survey results will be combined with other baseline data from the project area, including recycling and waste tonnage data and waste compositional analysis data, to provide an overarching reference point upon which post-intervention measures can be compared. A full report of baseline data will be available from January 2023.

A baseline waste compositional analysis (WCA) has been procured and will be conducted in December 2022. This will focus on the food waste element of household waste, with residual waste composition analysis data for the area already available

(undertaken by WLWA in October 2022.) The WCA has been commissioned to Resource Futures, with two distinct phases, one for baseline monitoring (December 2022) and post-intervention monitoring in April 2024. A statistically representative sample of households has been selected. The food waste will be categorised into inedible and edible food waste fractions, and comparisons will be made against the residual waste data to look at overall arisings, and changes over the project period. A project aim is to reduce the fraction of edible food waste. A report of the phase one findings will be available in January 2023.

In addition, the project has appointed a specialist communications agency (Among Equals) to create the public facing project identity and engagement strategy. Initial concepts have been shared with the project team and the agency is now finalising these for approval. A verbal update will be provided at the meeting. The initial visuals will then be tested at a resident focus group in December, before being further developed and finalised ready for use.

A shortlist of preferred interventions and partners has been chosen by the project team, for an initial phase of activity. The team is currently in the process of finalising project deliverables with the project partners with the intervention details and timelines being established and agreed. Go live is now set for early 2023, with initial intervention activities including a community refill shop in schools, food sharing and a community sharing platform for 'stuff'.

Community engagement and co-design is also underway, being led by Hounslow.

Circular Neighbourhoods Collaboration meeting

ReLondon held its second collaboration workshop on 11th October looking specifically at developing 'theories of change' and establishing robust monitoring and evaluation plans. The workshop was attended by London boroughs (including a number of the Mayor's Future Neighbourhood boroughs), and third sector groups delivering circular neighbourhood projects across London. The third collaboration workshop is due to be held in January.

One World Living Programme (OWL)

This work is being led by the LB Harrow as part of London Council's programme of works on climate change. The action plan development is guided by a steering group attended by ReLondon CEO, Wayne Hubbard. Harrow has organised four sectorial working groups (focused on food, textiles, plastics and electricals), each led by a different borough (Hackney, Richmond, Wandsworth, and Hammersmith and Fulham respectively). Current conversations are focused on resourcing implication to deliver the programme going forward. ReLondon has offered its support and this is being considered by the OWL programme and London Councils.

Reduction and Recycling Plans (RRP)

The requirement to develop individual borough RRP is set out in the Mayor's London Environment Strategy. ReLondon is supporting the GLA and boroughs in the review of the second round of RRP for the period 2023-2025, the deadline for the submission of which was 30th September 2022.

The submitted RRP's are currently being reviewed by ReLondon, before being passed back to the GLA. Some borough RRP's are still outstanding (and the boroughs in question have mostly notified the GLA of the reasons for this). Based on ReLondon's reviews, the GLA has now begun to pass feedback commentary back to the boroughs. The GLA is working towards a March 2023 deadline to have final sign off for all borough RRP's.

In addition to the RRP's, ReLondon officers have also completed one-to-one calls with all boroughs as part of a programmed catch up (and to introduce the new members of the LA support team). These calls have been incredibly helpful in understanding the external pressures on boroughs and alongside the RRP's, represent an exceptional knowledge base to develop next year's support offerings.

Webinar series (RRP surgery follow on)

During the RRP development, ReLondon ran monthly RRP surgery drop-ins. Feedback from boroughs on these was positive. To maintain this presence with boroughs the local authority support team has continuing to run monthly support sessions in the form of webinars and events. These have taken a more structured topic focussed format (than the surgeries) sharing good practice on specific priority issues. The first workshop was held on 2nd November and focussed on flats recycling and the launch the flats recycling package toolkit (detailed above), the second held on 16th November focused on on-the-go recycling and a funding opportunity for boroughs for this with HUBBUB. Further sessions are being planned for January and February (in addition to the in-person workshop on FLASH schedule for December).

Circular Economy Matchmaker

The [Circular Economy Matchmaker](#) was launched on January 31st 2022. This online platform showcases circular SMEs to investors, public sector organisations and other businesses through a browsable directory and additional features in order to increase circular SMEs' access to markets and finance. Businesses featured on the platform are currently limited to businesses from within the business transformation portfolio until operations have been stabilised. 112 circular businesses have engaged with the platform to date (105 profiles published and the remainder in draft) and 5 investors are now signed up and using the platform.

We will start working with a developer in December to fix the current technical issues on the platform and refine the functionality/features on the directory, with the aim to re-launch the platform by February 2023.

The Mindful Shopper

The launch campaign for The Mindful Shopper (TMS) went extremely well, despite a condensed timescale and pause in marketing activities due to the passing of the Queen. In the launch period we achieved 6,900 website visitors, over 1,100 email subscribers, over 500 social followers. There were over 3,000 users of guide pages on TMS website and over 750 click throughs to our showcased brands. We are continuing to maintain the platform and a less intensive marketing campaign through to March 2023.

Communications and behaviour change

Corporate communications and marketing:

PR and events:

Detail on press releases and attendance at events is included in the CEO report.

Circular Economy Week (future):

The aspiration to take CE Week 'global' with New York and Sao Paulo remains a priority for the corporate communications team, although little progress has been made since the last Board meeting. Sao Paulo has informally signed up to participate as have Circular Glasgow on behalf of the city. A firm decision on whether to keep pursuing this will be made in January once partner resources have been established; so far, ReLondon has put in most of the resources to keep the project moving, and now clear roles and responsibilities as well as time allocations need to be agreed with other partners.

Podcast:

The first two episodes of this new series of the podcast have come out since the last Board meeting, with a further three in planning and development. The communications team is currently researching audience figures and will propose future listener targets in the next quarter for the podcast.

Newsletter:

The autumn 2022 newsletter achieved 645 views (up 22.6% from the previous summer newsletter) and an 18.1% open rate. The newsletter goes to an 'opt-in' audience plus key stakeholders and contacts, including boroughs (with the option to opt out).

Publication process:

The following knowledge products have been published since the last Board meeting:

- Flats recycling toolkit and calculator – launched with a webinar in November.
- Insights note on the refill shop crisis and potential future routes for refill to be successful – published in October, followed by an opinion piece using its content in Grocery Trader (November).

Coming up are the following:

- London's Food Footprint progress report, summarising activities and interventions to date across London to reduce consumption-based emissions associated with food – scheduled to be published late November.
- Cost of living insight note – advising how circular economy principles can support local government, businesses and citizens to alleviate pressures associated with the cost of living crisis.
- Love Not Landfill LinkedIn article – promoting pre-loved gifts during the Christmas season, and ahead of Love Not Landfill's January pop-up shop.
- Outputs from the food waste pilot – case study of highlights from the local authority support team's project with Bexley, OLIO and Kitche.

- Textiles material flow analysis report – the next MFA instalment of our focus areas, aiming to highlight emissions of textiles imported into the city.

Digital:

Figures for the ReLondon website's page views and users are up in the period from September to November 2022, with a total of 25,000 page views (up 47% from last period) and 7,446 users (up 40% from last period). The top 5 pages in the period were:

- Homepage
- Jobs and tenders
- Resources
- About us
- Work with us

On social media, our following is up by 1.73% (from 1st September to 21st November) on Twitter, with engagement consistently increasing month on month, averaging 3.9% compared to 2% engagement in the same period last year; and by 6.7% on LinkedIn. The increases reflect and support the output of quality content that is timely and relevant to the audience.

Commercial marketing:

Commercial marketing is focusing still on local authority consulting and support, with November and December plans including:

- Paid social media advertising on LinkedIn, targeting London and wider UK government administration audiences (manager and above).
- Advertorial in Local Government Chronicle in December, and then potentially two more between Jan-March to build brand awareness amongst senior local authority officers and councillors.

Outcomes from this commercial marketing communications activity will be assessed in quarter 4 with the commercial manager and plans for the new financial year developed and agreed accordingly to meet lead generation targets.

Behaviour change campaigns:

London Recycles

Year 2 of the '**Be that person**' campaign went live in early November with digital/social media activity and out-of-home advertising across the Tube network. An additional three bursts of campaign activity will take place between Christmas and end March 2023. The campaign – along with our other behaviour change campaigns below – has been shared with a large number of higher education institutions via the London Higher environmental leads group, and so far campaign assets have been created and provided for Kingston University to put on all their campus screens. We are expecting more universities to request assets over the coming few months.

No progress has yet been made in securing additional funding for next financial year for the campaign.

Recycle Week was delayed from late September and took place October 17th to 23rd. London Recycles commissioned some of our own influencer content on the topic of recycling contamination and shared these two videos on social media, alongside WRAP's national Recycle Week assets, using a small amount of spend during the week. Over the week our ads achieved over nearly 2.5million impressions, a reach of over 862k and engagement of 72k. The cost per engagement of the influencer content we commissioned was 7p vs WRAP's content which was £2.38; this is testament to the campaign team's understanding of our London-based audience. We estimate we would have needed to spend at least £15k more to achieve the same level of engagement if we had only used the WRAP content.

Repair Week has now begun outreach to potential partners to start building a programme of events for the end of March 2023. Sponsorship conversations continue with two high street retailers/brands with the goal of securing a minimum of £10k to help deliver a high impact social media campaign around the week, designed to maximise attendance at partner events.

Love Not Landfill

Since updating the board in October, our **Instagram** has reached over 5,414 new accounts which is an increase of 264% on previous months and increased engagement with accounts by 655%. New **influencer** collaborations and educational content has been commissioned for 2023 to further increase the reach of Love Not Landfill.

Three of our **clothes banks** will be refurbished over the coming two months, using new designs and supported by PR as they are placed into new locations. We have been increasing our activities with current bank holders and, in October, we worked with Ealing Broadway to facilitate a clothes swap and fashion show event using stock from the two Ealing Broadway clothing banks. Further bank refurbishment is set to be underway before the end of the year so that we can continue to grow our presence throughout London. New banks have been placed in Spitalfields Market and we are in talks with additional locations for new placements in the new year.

A new **pop-up second-hand clothes shop** is being planned for January, as the campaign has been offered a free 'white box' shop space in Soho (Berwick Street) as part of a wider festival of sustainable retail by a major commercial landlord in central London. The team is awaiting final details but will be partnering with our banks and collections partner, GOOD, two charity retailers and a clothing rentals company to run the 4-day pop-up shop and promote both second-hand shopping and clothing rentals.

Food Wave

Delivery of the Food Wave project is currently scheduled to finish at the end of February, but discussions with project lead partners, Milan, have been taking place to establish budget availability for extending delivery until November 2023. A steering committee meeting involving most of the 30 EU-wide partners took place in mid-November where partners presented their city's progress to date and plans for 2023, along with budget requirements associated with those plans. ReLondon pitched at this meeting for an extension with an additional £75k budget to deliver existing work packages plus two new activities proposed (namely a London-wide student union

collaborative event; and a printed publication/zine project potentially involving an African diasporic arts and culture organisation based out of east London). There is a strong likelihood that the extension will be agreed but it will not be officially confirmed by the European Commission until February.

The second phase of our **'local events'** work package is well underway, in collaboration with a circular community hub and garden on a housing estate in Poplar. A series of highly successful growing, cooking and food-sharing events involving local residents (both as contributors and guests) have begun and will continue through until early December. Highlights so far have included a mushroom-growing workshop; a Bangla-feast cooked by local estate residents; and a Somali banquet created by a local family and shared with community members. There have been an estimated 80 participants across the sessions, with numbers expected to increase in the coming weeks.

The **'young people on low incomes'** work package has delivered its first two in-person events at the time of writing, both of which took place at a community cookery school in Clapton reaching 17 young people. There are 8 remaining sessions, which will be delivered in local authorities across London from November through to the end of January. Target participant numbers (140 youth) are on-track and work is underway to ensure that participants recruited to attend meet the relevant criteria for the work package.

Contingent on the project extension, a collaboration with the Natural History Museum has been confirmed this week as our **'high level event'** in March 2023. This will involve the Food Wave team setting up and running an interactive stall during their 'Generation Hope – Act for the Planet' festival, targeting young environmental activists across London; and may include a film-making project in collaboration with NHM scientists and youth participants.

New food campaign

The new pan-London food campaign continues to make swift progress:

- Total **funding** levels are now c.£330k. Productive conversations have begun with a major food retailer; a groceries delivery company; and a major media company to establish partnership opportunities in the shape of free/cheap media and content collaborations.
- A new **campaign lead** (food) has been appointed and began work within the behaviour change team in late October.
- The insights **research** has been completed and a full debrief presentation took place with the project board in late October. The narrative and connection between the insights gathered and the creative approach will be worked up for sharing with project partners in early December, as the creative and messaging work develops.
- A **creative agency** has been appointed and will be working up the creative strategy by mid-December at the latest, to share with the project board before Christmas. Their proposal is to act as a content curator, rather than creator, as there is so much sustainable food content out in the world already – so the implications of this for creative, media and evaluation approach need to be

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worked through in detail to ensure that we can effectively reach, engage and measure impact with our audience across London.

- The **working group** continues to meet and input regularly to keep the campaign on track and ensure effective consultation and input from stakeholders.

The campaign aims to have digital content live on social channels to test a number of different messaging approaches before the end of January.